

**PRESORTED
FIRST CLASS MAIL PERMIT NO. 100
NEW YORK, NY**

So enjoy the great taste of Meri.

2072404294

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MYRIT

P.O. BOX 7239

Kankalapa, II



Dear Merit Customer:

We appreciate the way you've stood by Merit through these tough economic times. And to help make Merit an even greater value for loyal customers like you, we're pleased to announce:

Effective immediately, we have reduced the everyday selling price of Merit cigarettes to wholesalers.

Based on the new manufacturer's list price, you should see lower prices at your retailer. The price in your store may vary at the discretion of your retailer.
And again, thanks for your support.

2072404295



Ultima: Kings 1 mg "tar," 0.1 mg nicotine; 100's 2 mg "tar," 0.2 mg nicotine —
Ultra Lights: Kings 5 mg "tar," 0.5 mg nicotine; 100's Soft 6 mg "tar," 0.5 mg
nicotine; 100's Box 8 mg "tar," 0.6 mg nicotine — Kings: 8 mg "tar," 0.6 mg
nicotine — 100's: 10 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

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69969-D3

2072404296



from
Merit

9991199999999999
Sample A. Sample
1234 Main Street
Anytown, US 98765-4321

Dear Sample A. Sample,

Just as sure as the sun rises in the morning, there are some things you can always count on. Like the great taste and low tar Merit always delivers.

Now we'd like to invite you to enjoy The Lighter Side of Morning from Merit. Because as a preferred customer, we think you're someone who enjoys the lighter side. The lighter side of fun, of morning and of smoking, too.

That's why we think you'll enjoy Merit. Because no other light cigarette gives you enriched flavor at low tar.

So enjoy the great taste of Merit and The Lighter Side of Morning!

Sincerely,

Norma Suter
Merit

P.S. Take advantage of The Lighter Side of Morning with these three valuable Merit coupons, attached just for you.

2072404297

DAYLIGHT SAVINGS

59993-D3

MANUFACTURER'S COUPON	EXPIRES 12/31/93	MANUFACTURER'S COUPON	EXPIRES 12/31/93	MANUFACTURER'S COUPON	EXPIRES 12/31/93
9991199999999999		9991199999999999		9991199999999999	

Merit smoker's survey

MORNING EDITION

We'd like to get to know you better so please
take a moment and send us the latest news about yourself!
Please mail no later than December 31, 1993.

9991199999999999
Sample A. Sample
1234 Main Street
Anytown, US 98765-4321

Please make any address corrections below.

☐ Mr.
☐ Ms. _____
☐ Mrs. _____
Address _____

City _____ State _____ ZIP _____

Phone (____) _____ ☐ Male
☐ Female

By responding to the following survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free samples of cigarettes and incentive items in the mail, subject to applicable state and federal law.

Signature (required) X _____ Birthdate (required) ____/____/____
Month Day Year

1. What is your regular brand of cigarettes—that is, the brand you smoke most often?

(brand name) _____

- 2a. Is your regular brand...? (Check one.)

☐ Regular/King Size ☐ 100's ☐ 120's

- 2b. Is your regular brand...? (Check one.)

☐ Menthol ☐ Non-Menthol

- 2c. Is your regular brand...? (Check one.)

☐ Full Flavor ☐ Ultra/Extra Low Tar
☐ Medium ☐ Lowest/1 mg Tar
☐ Light/Mild

- 2d. Do you usually buy it by the...?

☐ Pack ☐ Carton ☐ Both Ways

3. How long have you smoked this brand?

☐ Less than 1 yr. ☐ 3 to 5 yrs.
☐ 1 to 2 yrs. ☐ Over 5 yrs.
☐ 2 to 3 yrs.

4. The next time you go to the store, if your regular brand were not available, what would you do...? (Check one.)

☐ Go to another store to buy my regular brand.
☐ Buy another type or length of my regular brand.
☐ Wait until the store has my regular brand.
☐ Buy a different brand entirely.

5. What, if any, was your previous brand?

(brand name) _____

6. Out of the last 10 times you bought cigarettes, how many times did you use money-off coupons?

☐ None ☐ 3 to 6 times
☐ 1 to 2 times ☐ 7 or more times

7. Which of the following statements best describes the way you use cigarette coupons? (Check one answer below.)

☐ I use almost any cigarette coupon I get.
☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand.
☐ I only use coupons if they are for my regular brand.
☐ I never use coupons to buy cigarettes.

8. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in exact number of packs for each brand below. Note: 1 carton = 10 packs.)

Brand Name	# of Packs
_____	_____
_____	_____
_____	_____

9. What other brands would you consider buying? (Check all that apply.)

<input type="checkbox"/> Alpine	<input type="checkbox"/> Doral	<input type="checkbox"/> Now
<input type="checkbox"/> Basic	<input type="checkbox"/> GPC	<input type="checkbox"/> Parliament
<input type="checkbox"/> Benson & Hedges	<input type="checkbox"/> Kent	<input type="checkbox"/> Raleigh Extra
<input type="checkbox"/> Best Buy	<input type="checkbox"/> Kool	<input type="checkbox"/> Salem
<input type="checkbox"/> Best Value	<input type="checkbox"/> Magna	<input type="checkbox"/> Store Brand/Generic
<input type="checkbox"/> Bristol	<input type="checkbox"/> Marlboro	<input type="checkbox"/> Superslims
<input type="checkbox"/> Bucks	<input type="checkbox"/> Merit	<input type="checkbox"/> True
<input type="checkbox"/> Cambridge	<input type="checkbox"/> Misty	<input type="checkbox"/> Vantage
<input type="checkbox"/> Camel	<input type="checkbox"/> Monarch	<input type="checkbox"/> Virginia Slims
<input type="checkbox"/> Capri	<input type="checkbox"/> Montclair	<input type="checkbox"/> Winston
<input type="checkbox"/> Carlton	<input type="checkbox"/> Newport	<input type="checkbox"/> None
<input type="checkbox"/> Other _____		

(brand name)



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

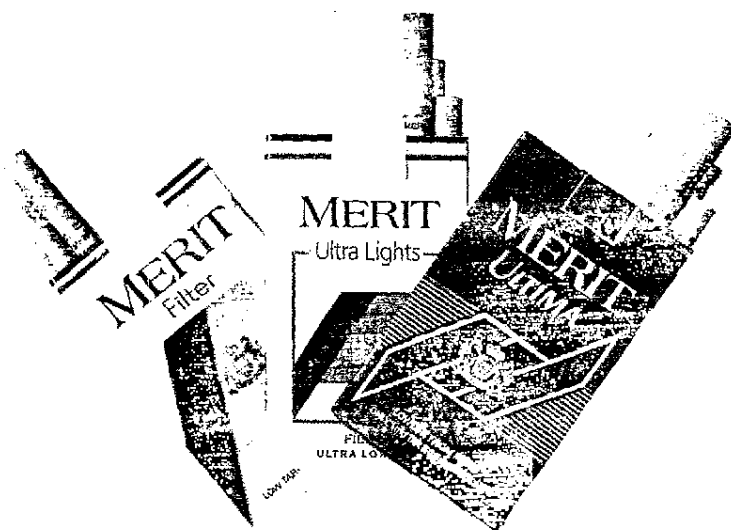
FIRST CLASS MAIL PERMIT NO. 746 MADISON, WI

POSTAGE WILL BE PAID BY ADDRESSEE

MERIT MORNING SURVEY
DEPARTMENT B
P O BOX 5098
JANESVILLE WI 53547-9964



2072404299



Genuine flavor at every level of low tar.

Ultima: Kings 1 mg "tar," 0.1 mg nicotine; 100's 2 mg "tar," 0.2 mg nicotine—
Ultra Lights: Kings 5 mg "tar," 0.5 mg nicotine; 100's Soft 6 mg "tar," 0.5 mg
nicotine; 100's Box 6 mg "tar," 0.6 mg nicotine—Kings: 8 mg "tar," 0.6 mg
nicotine—100's: 10 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

2072404300

69993-D3

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\$150 off!
any style carton
or 4 packs of Merit

Consumer: Receive \$1.50 off the purchase price of a carton or receive \$1.50 off 4 packs of Merit, any style. Only one of these offers will be honored. Limit—one coupon per store visit. Not to be transferred, sold, or reproduced. No facsimile accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax.
Retailer: Philip Morris will reimburse the face value of this coupon plus 8% handling fee. Coupons must be submitted by the consumer to the authorized agent, invoices showing purchase of sufficient stock to cover the coupons must be shown upon request. Void where prohibited, taxed, or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris Inc., P.O. Box 7500, Kankakee, IL 60902.
This coupon not valid in combination with any other merit offer.



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\$150 off!
any style carton
or 4 packs of Merit

Consumer: Receive \$1.50 off the purchase price of a carton or receive \$1.50 off 4 packs of Merit, any style. Only one of these offers will be honored. Limit—one coupon per store visit. Not to be transferred, sold, or reproduced. No facsimile accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax.
Retailer: Philip Morris will reimburse the face value of this coupon plus 8% handling fee. Coupons must be submitted by the consumer to the authorized agent, invoices showing purchase of sufficient stock to cover the coupons must be shown upon request. Void where prohibited, taxed, or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris Inc., P.O. Box 7500, Kankakee, IL 60902.
This coupon not valid in combination with any other merit offer.



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\$150 off!
any style carton
or 4 packs of Merit

Consumer: Receive \$1.50 off the purchase price of a carton or receive \$1.50 off 4 packs of Merit, any style. Only one of these offers will be honored. Limit—one coupon per store visit. Not to be transferred, sold, or reproduced. No facsimile accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax.
Retailer: Philip Morris will reimburse the face value of this coupon plus 8% handling fee. Coupons must be submitted by the consumer to the authorized agent, invoices showing purchase of sufficient stock to cover the coupons must be shown upon request. Void where prohibited, taxed, or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris Inc., P.O. Box 7500, Kankakee, IL 60902.
This coupon not valid in combination with any other merit offer.



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